

# #aapmr25

SALT LAKE CITY, UT & VIRTUAL  
OCTOBER 22-25, 2025

## AAPM&R Annual Assembly Digital Prospectus

The AAPM&R Annual Assembly is the largest educational conference in the country for physiatrists, making it the best opportunity to deliver your message to this targeted audience. The [Annual Assembly website](#), which will launch in May 2025, is the go-to resource for AAPM&R members as they investigate travel details, and the education and networking agenda.

The mobile app will launch in October and all keynotes and live-streamed sessions will be available on both platforms (Annual Assembly website and mobile app) when the conference starts. Recorded content from the in-person activity will be added during conference week and will be available until February 2026 for in-person and virtual attendees.

### Benefits of Sponsorship and Advertising:

- **Prolonged Exposure:** Advertising is seen from website launch (May 30, 2025) through early February 2026 - months of online engagement
- **Diversified Access:** Advertising reaches both in-person and virtual attendees

Statistics from the 2024 website include:

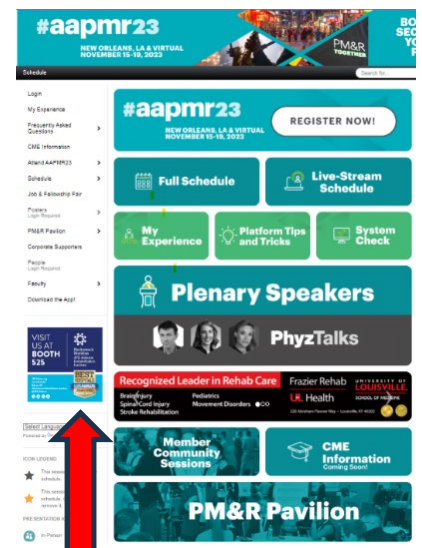
- 10,000+ pageviews monthly (May – November)
- Average time spent on page: 2 minutes
- 2,825 user accounts with 6,153 logins

## Website Advertising

Website advertising is clickable to your URL with pageviews reported quarterly, sold on a first-come, first-served basis. Secure early for best exposure; last day to order is October 1, 2025. **Home Page Navigation Advertisement - Exclusive**

**\$8,500**

This static banner advertisement will be visible on all pages of the website under the navigation menu. The ad published 5/29/24 was viewed **120,124 times** as of November 26, 2024, and will continue to be seen through February 2025



Questions? Contact Meghan Strubel, [mstrubel@aapmr.org](mailto:mstrubel@aapmr.org) or call (847) 737-6116.



**Home Page Rotating Banner Advertisement - 4 available -- \$5,000**

The website home page has **73,129 views** as of November 25, 2024 and will be seen through February 2025. One right (linkable) banner advertisement uploaded 5/29/24 has been viewed **26,709** and clicked **376** times as of January 2025.

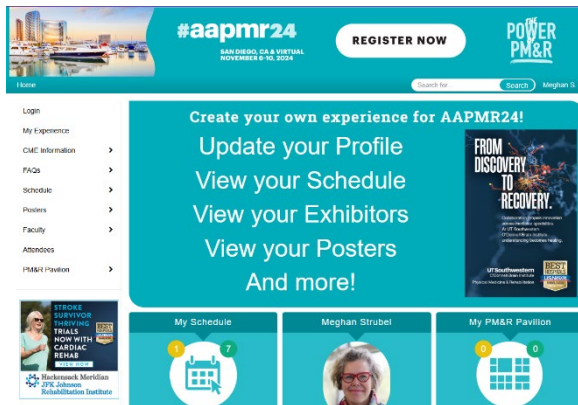
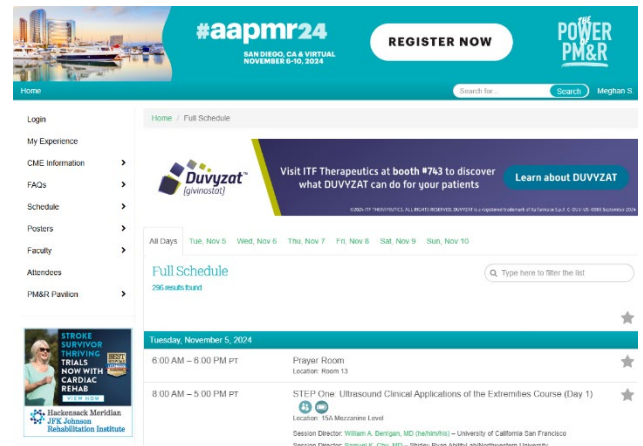
Artwork should be 320 pixels wide x 1200 pixels high; JPEG or PNG graphic.

**Full Schedule Page Advertisement - Exclusive**

**\$3,500**

The “Full Schedule” page is where attendee can plan their Assembly experience. The schedule page was viewed **54,830 times**; the ad clicked **191 times** from upload (10/15) through January 2025.

Artwork should be 1,280 pixels wide x 200 pixels tall; JPEG or PNG graphic.



**“My Experience” Page Advertisement - Exclusive**

**\$2,500**

The “My Experience Page” is a personal dashboard for each attendee. It includes attendees’ messages, the attendee’s schedule, poster selection, and networking. “My Experience” page was viewed 64,067 and clicked 17,375 times in 2024.

Artwork, linkable to your URL, should be 1,280 pixels wide x 200 pixels tall; JPEG or PNG graphic.

# Advertising on Mobile App, launching October 2025

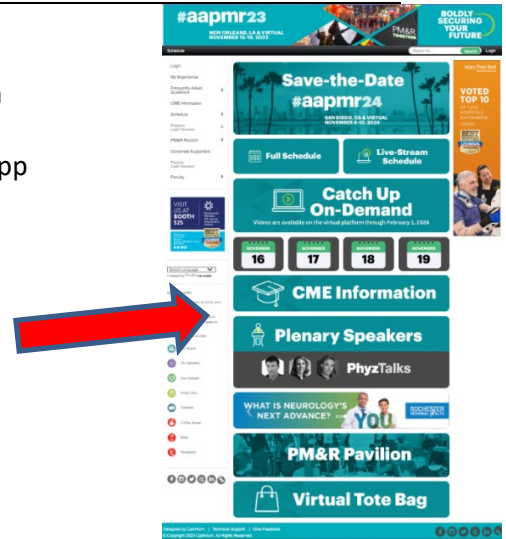
The Home Page is the highest traffic page of the website.

## Home Page Rotating Tile Advertisement -- 4 available @ \$2,500 each

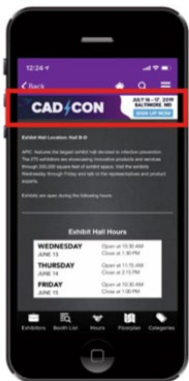
Your advertisement will rotate on the home page website and mobile app platforms, visible to all in-person and virtual attendees.

We will need the same JPEG or PNG graphic in the following sizes:

- 2,000 pixels wide x 400 pixels high



## Subpage Header Advertisement -- 3 available @ \$1,500 each



Your (linkable) advertisement will be seen on one of the three subpages when attendees as visit that specific page.

Select from one of the following pages:

- Exhibitor List Page
- Attendee List Page
- Schedule Page

Subpage Header Ads specs (all JPEG or PNG graphics):

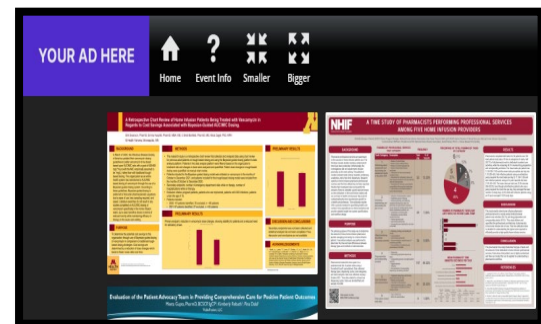
- Website - 1,280 pixels wide X 200 pixels tall
- App - various sizes needed to accommodate phone and tablets (1,080 pixels wide x 152 pixels high; 1,920 wide x 225 high; 2,048 wide x 180 high; 1,920 wide x 152 high)

## e-Poster Gallery - Exclusive \$3,500

Showcase your company while supporting the abstract posters and the valuable education they provide.

The virtual poster gallery will showcase **800+** AAPM&R posters. Your (linkable) logo placement on the virtual poster platform will be prominently displayed to recognize your support. There were **9,414 poster views in 2023**.

Artwork should be 480 pixels wide x 200 tall pixels; JPEG or PNG graphic.



*Artwork spec recap:*

- *All files should be JPEG or PNG format; no Java Script accepted*
- *No limitations on color, i.e. RGB resolution*
- *There is no maximum file size*